

# Healthy Eating and Active Living Resource Toolkit: A Community-Based Planning Process



East Hartford Department of Health and Social Services  
Baker Salsbury, Director  
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# Public Health Focus

- Population-based
- Systems-based
- Prevention-oriented

# Community in the driver's seat: The planning process

- Health promotion:  
the process of enabling people to increase control over their health and to improve their health
- Community Planning Models:
  - PATCH: Planned Approach to Community Health
    - Centers for Disease Control and Prevention, 1988
  - MAPP: Mobilizing for Action Through Planning Partnership
    - National Association of County & City Health Officials,
  - Healthy People in Healthy Communities: Using Healthy People 2010
    - U.S. Dept. of Health and Human Services, 2001

## **Resource Toolkit based on Model Approach utilized by Two Pilot Sites**

- East Hartford Department of Health and Social Services – mid-size urban area of 50,000 people
- Ledge Light Health District – Ledyard's suburban/rural population of 11,000
- Both communities mobilized and implemented obesity prevention programs during 2002 – 2004

# **Followed a 5 - Step Community Planning Process**

**Step 1: Organizational Structure and Stakeholders**

**Step 2: Conducting a Community Health Assessment**

**Step 3: Creating a Community Forum**

**Step 4: Determining Interventions and an Action Plan**

**Step 5: Implementing Projects and Evaluating your Progress**

**Resource Toolkit Website Link**



**[www.cadh.org](http://www.cadh.org)**

# Healthy Eating Active Living Resource Toolkit: The Community Planning Process



## Healthy Eating Active Living Resource Toolkit

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[Introduction](#) / [Step 1](#) / [Identify Key Stakeholders And Partners](#) /

### Identify Key Stakeholders And Partners



Building a community-wide coalition involves coordinating resources with various community groups and stakeholders. Combining the efforts of these various groups and stakeholders may lead to more rapid results as the community planning process unfolds. In many communities, various groups or organizations are already committed to improving community health and may be sponsoring health promotion activities and services. Government agencies, including public health, schools, public safety, and social services agencies, have a mandate for protecting

and improving the quality of life of the citizens and may be encouraged to use their resources and policies to address issues of obesity and overweight. These specific target groups or organizations can include religious institutions, businesses, schools, social service programs, hospitals, clinics, and community groups. In addition to identifying

Toolkit search

go

[Defining the Community](#)[Identify Key Stakeholders  
and Partners](#)[Gaining Commitments and  
Buy-in](#)[Structuring and Managing  
the Process](#)[Resources](#)

## **Important Support Materials Included:**



### **Healthy Eating Active Living (H.E.A.L.)**

#### **Assessment Tool**

Determine how your community measures up in terms of physical activity and nutrition practices, policies, and environmental factors.



### **Powerpoint Presentations**

Talk to groups and urge them to join your team in improving the community environment.



### **Sample materials that can be tailored for your community's needs**

Develop sustainable community strategies for healthy eating and active living.



### **References & Resources**

# Healthy Eating and Active Living Resource Toolkit: Outline

## Step 1: Organizational Structure and Stakeholders

- Forming committees, advisory groups, and coalition building
- Identifying, contacting, and working with key groups
- Sample materials, letters, presentations that can be tailored for your community's needs



## STEP 1: Stakeholders and Organizational Structure DEFINING THE COMMUNITY

### Community Demographics and Characteristics Tool

*Census Data 2000 Instructional Guide:  
Creating a Fact Sheet Demographic Profile*

1. Go to American Factfinder  
(<http://factfinder.census.gov>)
2. Click on **FACT SHEET** currently  
located in the left column.



# Healthy Eating and Active Living Resource Toolkit:

## Step 2: Conducting a Community Health Assessment

- Healthy Eating Active Living (HEAL) Assessment Tool
  - Policies, practices, and environmental factors
  - Variety of settings: Community-at-large, Schools, Worksites, Healthcare Delivery Systems
  - Healthy People 2010 Objectives

## Community-Level Policies, Practices, and Environmental Factors For Healthy Eating and Active Living

Healthy People 2010  
Objective 22.1, 22.2

Increase the proportion of trips made by walking and bicycling

### Indicators:

<p>1. Identify the types of and availability of physical activity or recreation facilities within your community:</p>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="padding: 5px;">Type of Facility</th> <th style="padding: 5px;">Facility Name/Location</th> <th style="padding: 5px;">Public or Private?</th> <th style="padding: 5px;">Fee for service? YES/NO</th> </tr> </thead> <tbody> <tr><td style="padding: 5px;">Pools</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Parks</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Playgrounds</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Basketball Courts</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Ball fields</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Soccer fields</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Skate/skateboard parks</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Ice skating rinks</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Tracks</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Fitness Centers (include YMCAs)</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Community Centers</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Tennis/racquet courts</td><td></td><td></td><td></td></tr> <tr><td style="padding: 5px;">Golf courses</td><td></td><td></td><td></td></tr> </tbody> </table>	Type of Facility	Facility Name/Location	Public or Private?	Fee for service? YES/NO	Pools				Parks				Playgrounds				Basketball Courts				Ball fields				Soccer fields				Skate/skateboard parks				Ice skating rinks				Tracks				Fitness Centers (include YMCAs)				Community Centers				Tennis/racquet courts				Golf courses			
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<p>2. What is the current supply of park and recreation facilities (in acres) compared to the population of the community?</p>	<p>_____ acres</p>																																																								
<p>3. What percentage of the population has park and recreation facilities and services within walking distance (1/2 mile)?</p>	<p>_____ %</p>																																																								
<p>4. Does your city/town have regulations or policies promoting inclusion of recreation facilities (bikeways, sidewalks, pedestrian walkways) with new construction?</p>	<p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>																																																								

# Healthy Eating and Active Living Resource Toolkit: Outline

## Step 3: Creating a Community Forum

- Engaging public dialogue and exchange
- Determining community concerns and priorities
- Sample Focus group questions



# **COMMUNITY FORUM**

## **a public meeting to discuss possibilities**

*(it can be useful to develop a purpose line, like this one that lets people know what you hope to accomplish in the meeting)*

*(including graphics, especially photos, makes your presentation interesting to the viewer and easier to "connect to"; actual photos of town residents is best if available)*

Date

Location

Your Town



# Healthy Eating and Active Living Resource Toolkit: Outline

## Step 4: Developing an Action Plan

- Identifying community objectives and strategies
- Devising a health promotion strategy, timetables, and a work plan
- Sample Community Action Plan



## STEP 4: Determining Interventions and Developing an Action Plan

### East Hartford, CT Health Department Case Study

Trailblazers Community Walking Program	
Goal	Increase physical activity among residents of all ages, abilities, and income levels.
Objectives	<ul style="list-style-type: none"> <li>&gt; Implement an easily-accessible, evidence-based, year-round community walking program.</li> <li>&gt; Enroll 50 individuals during the first year of the intervention.</li> <li>&gt; Secure indoor walking venues.</li> </ul>

### Sample WorkPlan/Estimated Cost Sheet\*

(These activities and associated costs are ACTUAL and are presented as an illustration of how a community event could be organized. In some cases, program or event costs reflected here may be able to be reduced if community sponsors and/or donations are obtained)

Intervention: Trailblazers	Start	Finish	Staff Time	Travel	Equipment	Supplies & Materials	Direct Costs	Indirect Costs
<b>Activity 1.1: Develop Walking Program</b>		8 – 9 wks	25 – 35 hours	nil	Computer, Printer, Phone	PowerPoint	Staff Time	negligible
1.1.1 Research on community walking programs						200 Pre-printed pencils	Postage \$100	
1.1.2 Develop: T&E workgroup						500 Incentive Gifts	\$100 for incentives	
1.1.3 Develop Power Point presentation for stakeholders								
1.1.4 Development & Review by Corporate Counsel and Risk Assessment of Registration/Release Form and Par-Q								
1.1.5 Develop "walking logs" and incentive component of program								




# Healthy Eating and Active Living Resource Toolkit: Outline

## Step 5: Determining Interventions

- Evidence-based interventions by population, setting, and resources.
- Build upon current programs & activities



## Community Setting-Physical Activity Intervention Action Step Examples

COMMUNITY SETTING	Intervention Action Step Examples
 <b>Policy</b>	Advocate for and allocate more funds for sidewalk and bicycle lane maintenance.
	Change zoning laws and land use requirements to include: safe pedestrian access to schools and shopping centers, adequate construction of sidewalks and bicycle lanes.
	Adopt policies that require developers to provide sidewalks, bike lanes, bike parking, shoulders, and off street trails.
 <b>Environment</b>	Provide the funding and manpower needed to keep local parks, fields, courts, nature trails, and pools clean, safe and well staffed.
	Improve ease of use and access to parks, fields, community gyms, and swimming pools. Reduce entrance fees, target outreach/publicity efforts to families.
	Remove/reduce physical barriers to bicycling and walking by providing bike trails, lighting, connections across roads and highway bridges, places to store bikes safely, and well-marked lanes for bicyclists, skaters, and walkers.
	Revitalize downtown and town centers as pedestrian and bicycle friendly areas.
 <b>Practices</b>	Distribute pedometers to local families to spark interest and increase daily walking.
	Provide "active" weekend and after-school programs such as family fitness classes, town sports leagues, neighborhood or community-wide tournaments, parades, fairs, and town-wide dance nights.
	Increase awareness of low or no cost access resources for physical activity, such as pools and community trail systems.
	Promote low-cost, weight management/maintenance resources or programs that emphasize healthful eating and physical activity.

# Healthy Eating and Active Living Resource Toolkit: Outline

## Step 6: Evaluating your Progress

- How to monitor and assess progress:
  - Interventions, community opinion, economic commitment, community planning process

## Evaluation Report Framework

The process of evaluation; the systematic investigation of an effort, program, or initiative, is an important step in community health promotion activities as stakeholders consider their programs' effectiveness and efficiency. The Centers for Disease Control and Prevention (CDC) recognized the need to develop a framework outlining the basic elements of program evaluation cited in the – Centers for Disease Control and Prevention. *Framework for Program Evaluation in Public Health*. MMWR 1999; 48 (No. RR-11) (<http://ftp.cdc.gov/pub/Publications/mmwr/rr/rr4811.pdf>). The framework guides public health professionals in their use of program evaluation. It is a practical, nonprescriptive tool, designed to summarize and organize essential elements of program evaluation. The framework comprises steps in program evaluation practice and standards for effective program evaluation.

The types of records, data, and various methods of data collection that can be used to evaluate process, programs, and outcomes could include any of the following:

<ul style="list-style-type: none"><li>• Questionnaires</li></ul>	<ul style="list-style-type: none"><li>• Self-report inventories and participant opinions</li></ul>
<ul style="list-style-type: none"><li>• Direct observation</li></ul>	<ul style="list-style-type: none"><li>• Media coverage</li></ul>
<ul style="list-style-type: none"><li>• Document review</li></ul>	<ul style="list-style-type: none"><li>• Bills, purchasing orders, and invoices</li></ul>
<ul style="list-style-type: none"><li>• Attendance and membership logs</li></ul>	<ul style="list-style-type: none"><li>• Descriptive materials on interventions</li></ul>
<ul style="list-style-type: none"><li>• Materials generated by workgroups and focus groups</li></ul>	<ul style="list-style-type: none"><li>• Flyers announcing meetings</li></ul>
<ul style="list-style-type: none"><li>• Minutes of meetings</li></ul>	<ul style="list-style-type: none"><li>• Timelines and workplans</li></ul>

## Toolkit feedback

Please help us make our toolkit better,  
click above to fill out our questionnaire.

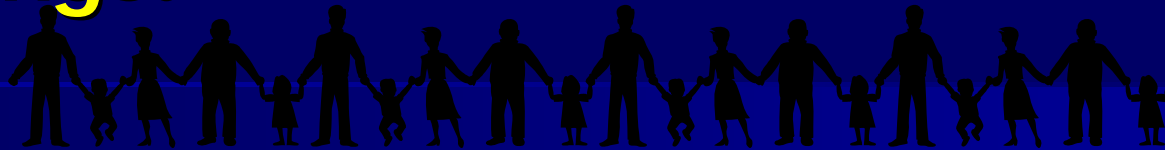
Comments or Suggestions? Email the [webmaster](#)

# Success Stories

## Community Initiatives:

- Torrington's "Fit Together" Program—Mayor, Hospital CEO, Chamber of Commerce Director, and local education agency director each a lead champion
- Newington H.D. coalition
- General Federation of Women's Clubs

**Together we can accomplish great things!**



## **Contact Information:**

**[www.cadh.org](http://www.cadh.org) click on  
"resources"**

Or:

CT Association of Directors of Health, Inc.

Tel: 860-727-9874 Ext. 105

Email: [smierzwa@cadh.org](mailto:smierzwa@cadh.org)